

## Valdosta Daily Times Launches Redesigned Paper

The [Valdosta \(Ga.\) Daily Times](#) introduced a newly designed paper on Monday – and strong compliments are coming from readers and advertisers.

Times Publisher John H. “Sandy” Sanders said: “We have been working toward this launch date for more than four months, and we are excited to be bringing our readers a better-looking newspaper.”

He said, “The Times has undergone many changes, as any business would that is more than 140 years old. We adapt to times and to the market without ever diminishing our core product – clear, accurate and concise reporting on issues and events in our community. The content is excellent and the new format will help our readers navigate through our news pages more easily.”

Sanders said advertisers who were shown a prototype of the new format this past week were overwhelmingly supportive of the changes and design.



The font size of the type in stories did not change, but the way it is laid out and presented makes it more readable, as do the addition of more information boxes, short reads, graphics and photos. The obituaries have moved to page five from page three to allow for more room, and they also are being presented in a manner that will allow readers to clip them out for keepsakes more easily.

Ed Henninger of [Henninger Consulting](#) was hired by The Valdosta Daily Times and its parent company, CNHI, in February to work with the news staff on recreating the newspaper and bringing it up to date with a new look designed to make the paper more readable and user friendly.

Henninger said he worked with the staff and managers of The Valdosta Daily Times during the last week of February, primarily on design elements and approach. He said, "Our project also included time to deal with questions of content and organization of content."

During that time, he worked closely with Michele McNeill, the lead design person at The Valdosta Daily Times. "Once our week was over, the project mostly become Michele's," Henninger said, "and she spent the lion's share of her time creating a Design Style Guide and prototype."

Henninger said, "We believe the redesign is a strong visual upscaling of The Valdosta Daily Times, using a text font that is easier and more comfortable to read. We also think the changes we created give readers and advertisers a paper that is more comfortable and more accessible."

In an article in this past Sunday's paper, Sanders reiterated that despite widely reported woes in the newspaper industry nationwide, The Valdosta Daily Times has remained largely unaffected, as have most community newspapers.

"Readership of The Valdosta Daily Times is as high as ever, and our online editions, our e-mail editions and our excellent content is actually helping us, not hurting us as other media may have you believe. We are investing a tremendous amount in continuing to update our look and provide our readers and advertisers with a quality product," Sanders said.

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